

TAKE ONE

Guide to Brandon & GRAND VALLEY

Free Distribution
in leading
Hotels, Motels
and Tourist
Information
Centres in
Manitoba.



*Where Vacation
Highways meet
in the heart of
Manitoba's
playground.*



Action this month will centre around the fifth annual Knights of Columbus Centennial Hockey Tournament of Champions when 36 teams from Canada and the United States compete through 64 games at the Keystone Centre and Kinsmen Arena in Brandon and the Ice Palace at CFB Shilo April 19-20-21.

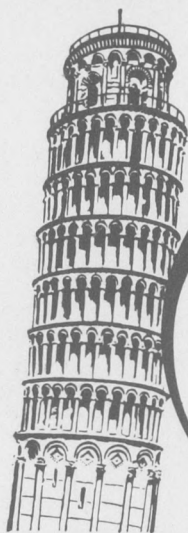
APRIL
1974

**The Guide is Published
As a Community Service by Leech Printing Limited
And the Merchants, Hotels, Motels and Restaurants
Who Advertise in this Magazine . . .**

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- * Children's Specials



911 ROSSER AVENUE
BRANDON

BRANDON

THE FRIENDLY CITY

The City of Brandon is the second largest city in Manitoba, outside of Metropolitan Winnipeg, and is the hub of agricultural, business and industrial activity in western Manitoba and eastern Saskatchewan. With a population of approximately 34,000 friendly people, Brandon serves a trading area of over 180,000.

Brandon has many attractions, among them, Brandon University offering complete university courses in arts, science, music and education. Assiniboine Community College, the Western Manitoba Regional Library and the Allied Arts Centre also provide means of cultural and educational growth for the community.

Brandon has a wide variety of recreational facilities available. Curling rinks, golf courses, bowling alleys, gun club, swimming pools and baseball stadium encourage participation in these sports. The Keystone Centre complex, located on 84 acres of land, and built in 1972 at a cost of \$5 million, is the home of the Brandon Wheat Kings junior hockey club, many times provincial champions, and who now perform in the Western Canada Hockey League. Annual events of interest include the Royal Manitoba Winter Fair, the Provincial Exhibition of Manitoba and the Winter Carnival.

For those who seek recreation elsewhere, Brandon is just an hour away from Riding Mountain National Park to the north and the International Peace Garden to the south. Many other small lakes in the surrounding area provide excellent facilities for boating, swimming and fishing. Brandon is also in the heart of excellent hunting areas, and being situated in a major fly-way, waterfowl and upland game abound.

Brandon has an extremely fine downtown shopping area and large shopping centres in the south and west ends of the city. Hotel and motel accommodation of the highest quality is plentiful. Adjacent campsites and trailer parks provide adequate facilities for the camping tourist.

Further information on Brandon may be obtained from the Chamber of Commerce office at 907 Princess Avenue. West-Man Regional Development Inc. at 158 - 8th Street welcomes queries on the surrounding area. Tourist information is available at both places or at the Tourist Booth at the junction of Highways 1 and 1A.

Visit the FUN SHOP

the funniest store
in town!

- SOUVENIRS
- NOVELTIES
- HANDICRAFT SUPPLIES

114 - 6th STREET
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WELCOME VISITORS!

VISITORS' GUIDE comes into your hands with the compliments of the advertisers herein, coupled with the hope that it may help you in deciding upon some interesting sights to see—some hotels or motels where you may wish to spend the night—cafes and restaurants at which to eat—stores at which to shop. Read carefully—it will save you time and money. Be SURE to tell the Advertisers you saw their ad in VISITORS' GUIDE. A safe and pleasant journey to you and yours. May you return home refreshed in body and spirit. Please come again.

LEECH PRINTING LTD.
Publishers, Visitors' Guide

Coming Events IN BRANDON

FOR YOUR ENTERTAINMENT...

KEYSTONE MOTOR INN

March 18 - 30
Cliff Lindstrom Duo

NORTH HILL MOTEL

March 22 - 23
The Honky Tonkers
April 5 - 6
We Alone
April 11 - 13
The Three and Easy
April 18 - 20
Alex Fraser Combo
April 26 - 27
We Alone

RED OAK INN

Entertainment Nightly

BRANDON INN

Entertainment Nightly
"The only dancers in town"

TWIN PINES MOTEL

March 22 - 23
The Three and Easy
March 29 - 30
Gordie Hansen and
Murray Drummond
April 5 - 6
Bavarian Weekend
Music by The
Muzikmeisters
April 13
The Ambassadors
April 19 - 20
Vi Smith
April 26 - 27
The Three and Easy

MARIO'S RESTAURANT

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610 Rosser Ave. 727-8543

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- ☆ Homemade Chocolates
- ☆ Soft Ice Cream

CANADIAN INN

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TWIN PINES *Motel* LTD.

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- Cocktail Lounge
- Dining Room
- 40 Fully Modern Units

with bath and showers, TV, kitchenettes, winter plug-ins, ample parking, pleasant, quiet surroundings.

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Phone 728-0125 Brandon, Man..

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PAINTINGS, FIGURINES, AND CHINESE FOOD GROCERIES

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222 - 10th STREET

PHONE 727-8371

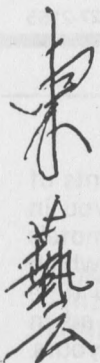
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NORTH HILL *Motel*

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plus
Food to Delight
the most
Discriminating
Gourmet



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THE LAMPLIGHTER LOUNGE

Enjoy the
Relaxing, Pleasant
Atmosphere of Brandon's
Most Up-to-date
Lounge



Weekend Entertainment



THE GOLD ROOM

Coffee Bar
and
Breakfast Room
for the
In-between or
Evening Snack



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★ Spacious Banquet Hall – Seats 500 Guests



STORMY will appear at "Mr. B. Presents" in the Canadian Inn April 15-17.



Coming to "The Red Caboose" in the Prince Edward Hotel May 20 to June 1 - **ODYSSEY**.

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Pancakes, Steaks, Hamburgers or
Choose From a Big Variety Menu



BRANDON SHOPPERS' MALL
(Safeway Entrance)



NIGHT LIFE

If it's entertainment you want, there's always something going in Brandon, and many of the 34,000 friendly people in western Manitoba's largest centre have a hard time choosing where to go on a "night out".

Although much of the "night life" centres around local hotels with their vocal and instrumental groups, bowling (five-pin and ten-pin), hockey, swimming, and events at the Western Manitoba Centennial Auditorium get a big play.

Recently dancing has been added as an attraction to some hotels. Whether you're a rock 'n' roller, country and westerner, or just prefer to sit and watch, there's something for everybody. The Prince Eddie's "Red Caboose", the City Centre, the Keystone Tavern, Cecil Hotel, Red

Oak's Oaken Bucket, and Brandon Inn's Poop Deck in "The Viking Room" all have dancing with live entertainment, and the City Centre throws in an "Exotic Dancer" during the afternoon. Delightful Hammond organ music is featured at the Suburban Restaurant. On weekends, two fine motels feature dining and dancing — the North Hill and the Twin Pines are highly rated by local residents and visitors alike. The Canadian Inn, the Red Oak Inn and Barney's Motel all have swimming pools.

Local groups such as The Sportsmen, Cold Duck, Afterdeck, The Syndicate, Triangle, The Honkey Tonkers, The Three and Easy, Blind Justice, The Ramblers and Whatever's Fair, interspersed with "imported" groups, supply all the "Nite Life" entertainment.

Noontime smorgasbords

have made an appearance during recent months. The City Centre, Keystone Restaurant and Prince Edward Hotel display the finest in Canadian dishes, while a "Oriental Smorgasbord" every Friday at the Brandon Inn has added to the popularity of eating places in the Wheat City.

Cocktail lounges can be found at the Canadian Inn, North Hill Motel, Prince Edward Hotel, Twin Pines Motel, the Red Oak Inn and the Suburban Restaurant.

Three shows (two are drive-ins) bring the finest in movie entertainment in town. These are the Strand Theatre in downtown Brandon, the Green Acres Drive-In, north; and Lucky Star Drive-In, south of the city.

Bowling is available for league and regular play at the Thunderbird and Recreation Lanes.

Belair Restaurant — Ph. 727-5426

935 ROSSER AVENUE

Visit the home of fine Chinese foods, pleasant atmosphere, and courteous service.

OPEN 9:00 A.M. TO 1:00 A.M.,
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金龍酒家

Watch for the NEW

KAM LUNG
RESTAURANT

OPENING SOON

- * Licensed Restaurant
- * Cocktail Lounge

2330 Victoria Avenue West



KNIGHTS OF COLUMBUS HOCKEY

"BIGGER AND BETTER" is a common phrase when speaking of upcoming annual events, but there is no truer way of describing the 1974 Knights of Columbus Centennial Hockey Tournament of Champions which will be held April 19, 20 and 21 at Brandon and CFB Shilo.

In 1970 and '71, 24 teams participated in the tournament's four divisions — the number was increased

to 26 in 1972 — this year the teams total 36, the same as last year. The 1974 event will, in addition to Brandon's Kinsmen Arena and Shilo's Ice Palace, utilize Western Manitoba's 5,200-seat Keystone Centre complex.

"BIGGER" as a result of tremendous participation in the Knights of Columbus Rural Tournaments of Champions which were held in five rural centres of

Manitoba. These tournaments, held in each of the Brandon-Shilo's four age categories, had 60 teams vying for five Knights of Columbus Tournament berths. Better, due to the calibre of teams from outside the province of Manitoba, the entrants are all experienced tournament teams with many being state or provincial champions. The calibre of hockey in the tournament's 64 games will be equal to that found anywhere in Minor Hockey.

Teams participating hail from such well-known hockey centres as Denver, Colorado; and Superior, Wisconsin; Dryden, Thunder Bay and Barrie, Ontario; Saskatoon, Melville and Wilcox, Saskatchewan; and of course, Winnipeg, Brandon and Shilo, Manitoba.

This year's tournament will commence Friday, April 19 at 8:00 a.m. on all three ice surfaces, and continue all day with the final games for the day commencing at 10:00 p.m. Saturday's hockey starts at 7:00 a.m. again in all three arenas — Keystone, Kinsmen and the Shilo Ice Palace — final games on Saturday commence at 9:00 p.m. Starting at 8:00 a.m. Sunday, the tournament wraps up with Championship games all day in the Keystone Centre and Shilo Ice Palace — Manitoba tournament champion winners Deloraine-Hartney Pee-Wees; Portage la Prairie Minor Bantams; Dauphin Bantams; Steinbach Midgets and Minnedosa Midgets will also be here.

With over 600 boys (age 12 to 15 years) participating in the Brandon-Shilo tournaments and nearly 1,100 more having played in the Rural Elimination events, it is surely true to coin the phrase — "A really big show".

"WHERE THE ACTION IS"



DRIVE-INN RESTAURANT

Just North of 18th Street Overpass

FEATURING . . .

Maverick Burger
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Bronco Burger
Hound Dog
Lil' Buckaroo Burger
Bacon Snack
Fish Burger
Fish and Chips
Flavor Crisp Chicken
Delicious Pizza

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and

Coke, Root Beer,
Milk Shakes, Orange,
Coffee, Hot Chocolate

"MANITOBA'S BIGGEST DRIVE-INN RESTAURANT"

5th Annual Brandon Knights of Columbus Centennial Hockey



TOURNAMENT OF CHAMPIONS *36 Teams — 64 Games*

*Continuous Games All Day
Friday, Saturday, Sunday*

APRIL 19-20-21

HELD AT THE

Keystone Centre and Kinsmen Arena

IN BRANDON

The Ice Palace

IN SHILO

FRIDAY 8 a.m. to 11 p.m.

SATURDAY 7 a.m. to 10 p.m.

SUNDAY 8 a.m. to 6 p.m.

FOUR DIVISIONS

PEE WEE MINOR BANTAM

MIDGET BANTAM

TEAMS FROM

Saskatoon Brandon Winnipeg
Dryden Shilo Edmonton
Denver Superior Barrie
Thunder Bay Melville Wilcox

... PLUS

Manitoba Tournament of
Champion Winners:

Deloraine-Hartney, Pee Wee
Portage Terriers, Minor Btm.
Dauphin, Bantam
Steinback, Midgets
Minnedosa, Midgets

ADMISSION — Full Day Adult \$1.00 Student 50c Child 25c

Guide to "Friendly City" C

HOTELS

- A Brandon Inn *†
- B Prince Edward Hotel **†
- C City Centre Hotel *†
- D Cecil Hotel *†
- E Canadian Inn °
- F Red Oak Inn *†°

MOTELS

- G Keystone Motor Inn *†
- H Twin Pines Motel *†°
- I Rodeway Inn
- J North Hill Motel *†°
- K Rambler Motel
- L Barney's Motel

- * Entertainment
- † Dancing
- ° Lounge

MISCELLANEOUS

- M Lucky Star Drive-In Theatre
- N Fabricare Centre, and
Brandon Shoppers' Mall
- O Army, Navy and Air Force
Vets
- S Fun Shop
- T Westman Tire
- U Unicume-Leslie Ltd.
- V North Hill Miniature Golf
- W Automatic Transmission
- X Tourist Booth
- Y J & G Realty

RESTAURANTS

- 1. A & W Drive Inn
- 2. Suburban Restaurant *
- 3. Kenny's Townhouse Inn
- 4. Belair Restaurant
- 6. Pizza Place *
- 7. Rodos Restaurant
- 8. Mario's Restaurant
- 9. Smitty's Pancake House *
- 10. Circle 8 Drive-Inn
- * Licensed



Convenience & Enjoyment

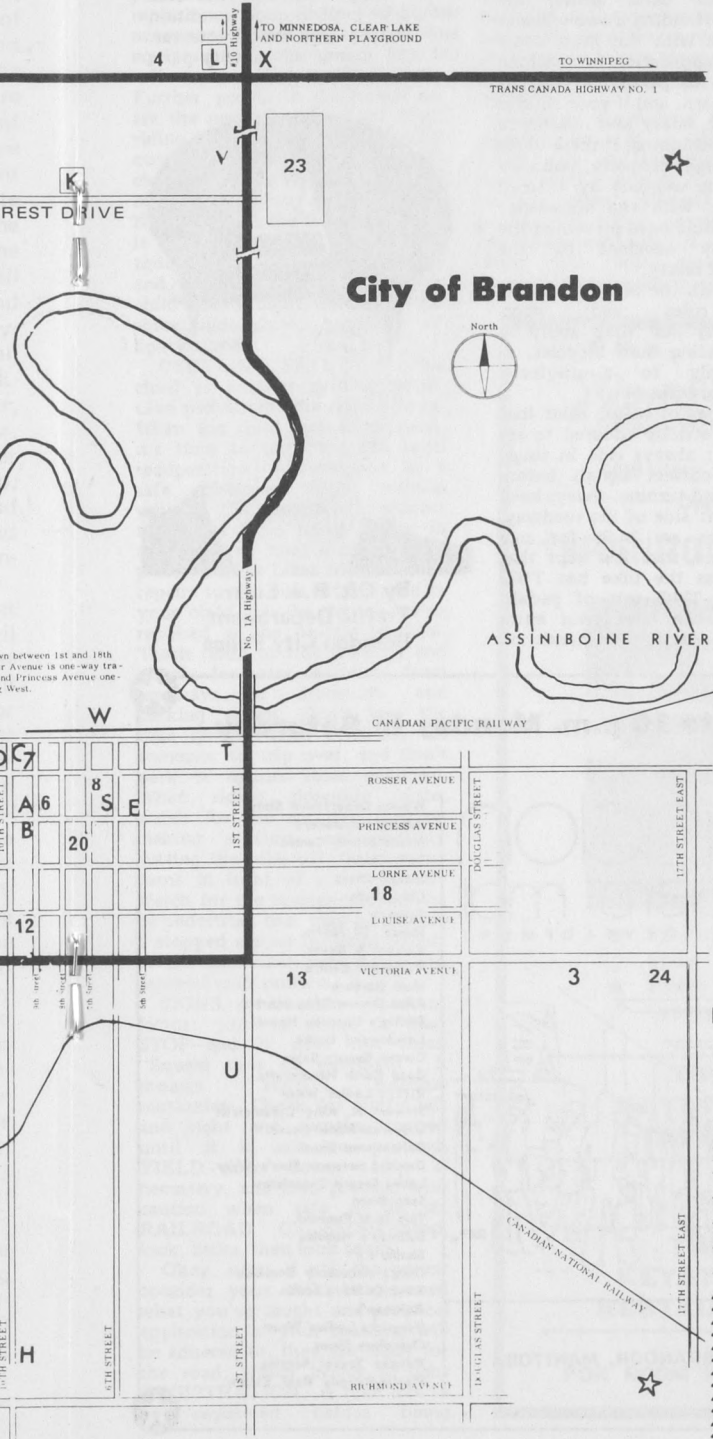
MILEAGES

NORTH	
Rivers	23
Minnedosa	33
Neepawa	50
Clear Lake	70
Dauphin	109
Swan River	145
The Pas	245
Flin Flon	437

SOUTH	
Souris	28
Wawanesa	33
Ninette	45
Killarney	75
Boissevain	50
Peace Garden	62
United States Border	62

EAST	
CFB Shilo	20
Carberry	35
Portage la Prairie	78
Winnipeg	135
Kenora	275

WEST	
Virten	51
Regina	226
Moose Jaw	270
Saskatoon	393



THE GUIDE TO
BRANDON is
printed and published
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Cor. 18th at Park
Brandon, Manitoba

POINTS OF INTEREST

11. R.C.M.P.
12. City Police and Administration Bldg.
13. General Hospital
14. Centennial Auditorium
15. Brandon University
16. Keystone Centre
17. Curran Park
18. Kinsmen Pool
19. Kiwanis Pool
20. Y.M.C.A.
21. Fort Brandon
22. Fairview Home Inc.
23. Bdn. Mental Health Centre
24. Assiniboine Community College
25. Dominion Research Station

Time For Bicycles

As spring is just around the corner and we are periodically being blessed with a premeditated spring thaw, the bicycle is beginning to appear throughout the area and with this comes the unwaring child moving with great speed and joy up and down our roads.

Let's start from the beginning: when your child starts walking and playing out on the sidewalk, your first thoughts are for his or her safety, so it begins with, "Don't go out on the streets, watch out for cars when crossing over to your friend's house," and so on.

Then the first tricycle comes along and BEEP, BEEP, the roadrunner is up and down the sidewalks running into the local John Q. Public out on a daily scroll, and so the lectures begin with you, MOM and DAD; yes—you—right in your own home. Take your child aside periodically and start educating them to the effect that they are not the only ones using that area and explain the meaning of courtesy.

As your child grows, the challenge of riding a two-wheeler also grows. With this must come the stern application of teaching from you, the parent, for there is more to learn, and if your child is not taught safety and obedience from the beginning, if these items are not taught properly, you may be the one weeping by a small gravestone, with the knowledge that you could have prevented the unnecessary accident by the teaching of safety.

Begin with the obedience of all traffic rules and signs, emphasizing that they apply to children riding their bicycles, as they apply to a motorist operating his vehicle.

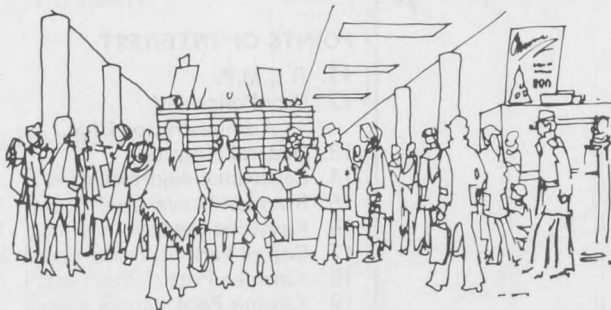
A number of major rules that should be strictly adhered to are as follows: always ride in single file, the correct signals before stopping and turning, always keep to the right side of the roadway. Most bikes are built for one rider—ensure that it's kept that way, unless the bike has TWO seats and TWO sets of pedals, then you can have your extra passenger. Keep both hands on

the handle bars. Don't let them hitch a ride BEHIND another vehicle or a serious accident may result. Emphasize that the bike should be kept in good condition and repair as you would your car. Oil and grease all moving parts



By Cst. R.J. Elder
Traffic Department
Brandon City Police

Open 10 a.m. to 10 p.m. Monday to Saturday



18th ST. AND RICHMOND AVE., BRANDON, MANITOBA

Woolco Department Store
Reesor's Jewellery
Muntz Stereo Centre
Sally Shops
Maher Shoes
Chez Cloth
Safeway
House Of Sports
Kolchin & Boxer
Fabricare Centre
Mall Barbers
Allen Brown Drug Mart
Smitty's Pancake House
Candlewood Books
Cameo Beauty Salon
Good Earth Handicrafts
Ricki's Ladies' Wear
Stewart N. King Optometrist
Universal Motor Assoc.
Gallenkamp Shoes
David Lawrence Men's Wear
Laura Secord Chocolates
Saan Store
This Is It Funland
Sullivan's Hobbies
Shaino's
Doig's Accessory Boutique
Bank Of Nova Scotia
Reitman's
Fenwicks Ladies' Wear
Chandlers Shoes
Rungay Travel Service
Martin-Rungay Real Estate

BICYCLES (Continued)

carefully and ensure all nuts and bolts are tight. Have checks made periodically for signs of wear and replace with new parts if necessary. Check over the safety equipment, example, lights, reflectors, pedals and brakes. Further points to emphasize on are the necessity of a light when riding at dusk or dark. Watching out for car doors opening as the child rides. The WALKING of the bike across busy intersections. Not riding on the sidewalk as this is for walking or the tricycle toddler. The forbidden weaving in and out of traffic. When your child rides at night, have him wear something white, luminous or light-colored.

CYCLING SAFETY for the child is another drilling point. Give pedestrians the right-of-way. When the child feels ill or tired, it's time to park the bill until recuperation. Always ride as a safe distance from moving vehicles. Use pant clips to protect the pants from being caught in the chain or have a chain guard placed on the bike. Always make repairs to the bike off the road or your child may be the one being repaired at the nearest hospital. Teach them to ride properly and watch for cars entering from laneways or driveways and parking spaces. Don't lave the bike lying around carelessly for someone to trip over, and don't park it against store windows. When riding alongside curbs, watch for the car that may be making a turn, and possibly cutting the bike off. Don't make turns in front of a moving car. Watch for the unexpected vehicle or pedestrian that may be passing a stopped car on the right or left of the bike rider; slow down and proceed with caution.

SIGNS are another important factor; just to name a few: STOP—and it does not mean "Squeal tires on pavement", it means "stop", become motionless. Check for traffic left and right and remain stopped until it is safe to proceed. YIELD—slow down, stop if necessary, and then proceed with caution when safe to do so. RAILROAD CROSSING—Stop, look, listen, then look again.

Okay, now, if you the parent consider your child has learned what you've taught and practical application of your teaching will be adhered to, they are ready for the road, which brings to light REGISTRATION. A bike has to be registered before being

operated on the road, so for a small nominal fee, have your child purchase his licence, which can be obtained at the City Hall. The registering of a bike helps with statistics and, more important, if a bike has been lost or stolen and recovered at a later time, it assists in returning it to its rightful owner.

A point directed at you the parent personally is this: that when you are operating your motor vehicle or even if you are a bicycle rider yourself, your practice of safety, courtesy and obedience will rub off on your child and will give them somewhat of a guide to go by, for

the majority of these rules and regulations also apply to you as a driver.

For you the child, learn and practise your rules well; always slow down and look for traffic whether it be a pedestrian or a motor vehicle. Stop if traffic is coming and proceed only when safe to do so.

Remember—if you are in doubt about something, ask the Police, who are here to help whether you are four years old or 94 years young.

—Cst. R.J. Elder,
Traffic Department,
Brandon City Police

The...

Keystone Motor Inn

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- ★ Spacious Air-conditioned Guest Rooms
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THE KEYSTONE TAVERN

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phere.

THE KEYSTONE RESTAURANT

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surroundings.

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WHERE TO WORSHIP

ANGLICAN

St. George's Anglican
5th St. and Southern Ave.
St. Mary's Anglican,
1st St. and Lorne Ave.
St. Matthew's Cathedral,
13th St. and Louise Ave.

BAPTIST

First Baptist,
11th St. and Lorne Ave.
Madison Crescent Baptist,
159 Madison Cres.

CATHOLIC

St. Joseph's Polish National,
1111 Assiniboine Ave.

CHRISTIAN MISSIONARY ALLIANCE

McDiarmid Drive Alliance
635 McDiarmid Drive

CHRISTIAN REFORMED

First Christian Reformed,
15th St. and Victoria Ave.

CHRISTIAN SCIENCE

First Church of Christ Scientist
8th St. and Victoria Ave.

CHURCH OF CHRIST

Church of Christ
7th St. and Southern Ave.

EVANGELICAL

Church of the Nazarene
411 - 9th St.
Elm Tabernacle
16th St. and Princess Ave.
Full Gospel Church
10th St. and College Ave.
Gospel Hall
463 - 8th St.

F.P.E.C.

Emmanuel Church
47 - 7th St. North

JEHOVAH'S WITNESSES

Kingdom Hall of Jehovah's
Witnesses
834 - 10th St.

JEWISH

B'Nai Israel Synagogue
8th St. and Lorne Ave.

LUTHERAN

Grace English Lutheran
3100 Victoria Ave.
Redeemer Lutheran
Ashgrove and Silver Birch Dr.

MENNONITE

Grace Mennonite
10th St. and Southern Ave.
Mennonite Brethern,
4th St. and Hill Ave.

METHODIST

Free Methodist
1931 Van Horne Ave.

MORMON

Church of Jesus Christ of
Latter Day Saints
107 Queens Ave. East

PENTECOSTAL

Bethel Temple
9th St. and Lorne Ave.
Calvary Temple
(Meeting at Grace Lutheran
3100 Victoria Ave., in the
afternoon)

PRESBYTERIAN

First Presbyterian
339 - 12th St.
St. Andrew's Presbyterian
Russell St. and Louise Ave.
Southminster Presbyterian,
5th St. and Queens Ave.

ROMAN CATHOLIC

St. Augustine's
4th St. and Lorne Ave.
St. Hedwig's
227 - 11th St.



SALVATION ARMY

Salvation Army Citadel
1st St. and Princess Ave.

SEVENTH DAY ADVENTIST

Seventh Day Adventist
3319 Park Avenue

UKRAINIAN CATHOLIC

St. Mary's,
927 Assiniboine Ave.

UKRAINIAN GREEK ORTHODOX

Church of The Holy Ghost
11th St. and Stickney Ave.

UNITARIAN

Unitarian-Universalist
Fellowship
(Meeting at Allied Arts
Centre, 11th St. and Louise
Ave.)

UNITED

Central United
8th St. and Lorne Ave.
Knox United
18th St. and Victoria Ave.
Trinity United
6th St. and Richmond Ave.



hey!

LET'S ALL
GO TO

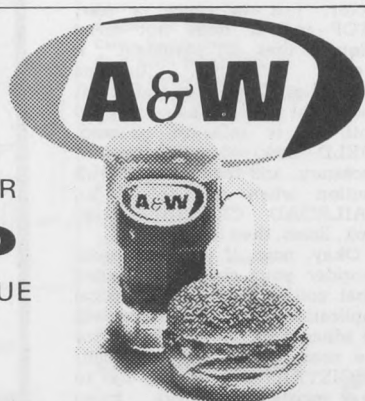
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PH. 728 5666

Chubby Chicken



Highways of Adventure...

Manitoba's highways, which link over 600 urban and rural centres with Winnipeg, the capital city, comprise a network of over 5,800 miles. Several trunk highways in southern Manitoba cross the province from east to west and connect with the Trans-Canada Highway. Others extend from the International Border to beyond the 53rd parallel of latitude, and one, Highway No. 10, connects the International Peace Garden with the mining town of Flin Flon, 522 miles to the north. In southern Manitoba the highways pass through grain and pasture lands, wind through gentle valleys and skirt the aspen stands. As the elevation rises in the central part of the province the roads climb over hills or knife through cut-banks, pierce thickly wooded areas and rim the shores of great waters in the inter-lake country. In eastern Manitoba the dense forests, rock over-burden and many lakes and rivers, confine the serpentine routes. North of Riding Mountain National Park the highways cross the plateau of the Manitoba Highlands in the Swan River area, and then on to The Pas to cut through the Precambrian Shield — a land of lakes, rivers, rocks and northern coniferous forests.

Many of Manitoba's highways follow the overland trails of Indians, explorers, fur traders and settlers. Some parallel the old water routes or cross over them. Wherever visitors from the United States enter Manitoba at the southern border, or wherever Canadians from other provinces cross our eastern or western boundaries they will be on some route or near some trail or waterway over which moved the pioneers of exploration, trade and settlement. In southern Manitoba, not far from the international boundary, La Verendrye and his sons trekked to the Mandan country in 1738. More than a century later, the British and American Boundary Commissions worked along a similar route as they surveyed and marked the 49th parallel. Later still, the first detachment of North West Mounted Police skirted the border as they marched west to the Rockies to bring law and order to a wild and lawless country. The rivers and streams of southern Manitoba, now spanned by modern bridges, once echoed to the chant of voyageurs of the North West Company and the Hudson's Bay Company. Explorers, whose names are perpetuated on the map of Canada, travelled over many of the same waterways.

In the Whiteshell Provincial Park, the highways follow rivers and lakes over which explorers and fur traders penetrated into Manitoba by the Great Lakes chain and Lake of the Woods to the Winnipeg River and beyond. The highways which rim the shores of the large lakes — Winnipeg, Manitoba and Winnipegosis, follow shorelines and cross portages which carried adventurers of trade and exploration to Hudson's Bay, to remote Mackenzie and Athabasca Districts, to the rim of the Arctic Sea and the shores of the Pacific. In Northern Manitoba the tourist will be travelling over roads which skirt scores of lakes on the shores of which fur traders built some major establishments and many small wintering posts. The lakes and rivers of the north carried the birchbark canoes and the York Boats of traders and explorers, and today these waters yield trophy-size fish to visiting anglers, modern adventurers of rod and reel.

With the passing of the years many things have changed in Manitoba, but the great out-of-doors remains much as it was in the days of the pioneers. The old routes of trade and exploration also remain, but renewed and defined in modern Highways of Adventure, they carry 20th century tourists and travellers to vacation resorts, to hunting and fishing areas and to urban and rural centres where major attractions and special events beckon the sportsman and family vacationist.

The red caboose

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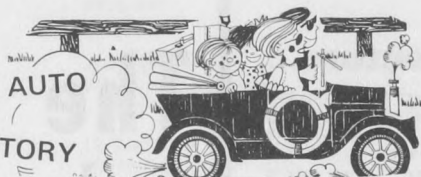
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ACCIDENTS —

The Gruesome Side

You have just been involved in a serious accident. The ambulance and police have arrived, you hear spectators saying "I am glad it wasn't me." Members of your family and you are badly injured, you will lose a few days' wages, all members of your family will suffer. Following this, there is criminal and civil action, you must face friends and relatives, your name will be in the papers and heard over the radio, etc.

This is not a pleasant thought for anyone. It is not a situation that anyone wants to get into.

Replay the situation you got yourself into. Where did you go wrong? What happened? Why did it happen to you? Why did innocent people, your own flesh and blood, get hurt because of your actions?

You may say what every driver anywhere will say and think that he or she will not be involved in an accident. Then any one of them will get careless or overconfident, pass when unsafe, speed, cut in, follow too close, get distracted, most of all, have a **POOR DRIVING ATTITUDE** and **BANG**, an accident.

We have too many people like that who make it possible for Statistics Canada to make fairly close predictions of how many people on a given weekend will die on the highways. If they are a way out, then they will be **UNDER** the actual number of deaths and injuries on the highways.

POOR ATTITUDE and **IMPATIENCE** on the part of the driver of a vehicle are ingredients for an accident or injury to someone.

This one-two punch is built into most drivers, and is very hard to break or control. You may have complete control of yourself for most of your trip, but it is the small part of your journey, especially as you near home, where you become overanxious to get there, and where a good number of the accidents occur.

Driving is a full-time occupation, from start to finish. Please drive carefully **ALL** the time and enjoy a good year.

— J. Baziuk, Sergeant
R.C.M. Police
Brandon Sub-Division
Traffic N.C.O.



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Executive Meeting
2nd Wednesday of each month.

General Meeting
3rd Wednesday of each month.

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ALCOHOLIC BEVERAGES IN PUBLIC LICENCED PREMISES

Specific terms are used in Manitoba to describe premises serving alcoholic beverages to the public. Following is a brief explanation of these terms.

BEVERAGE ROOM — Serving beer, spirits, and wine from 9:00 a.m. to 1:00 a.m. Monday through Saturday except for the supper hour closing from 6:30 p.m. to 7:30 p.m.

RESTAURANT (licenced) — Serving beer and natural wine with meals between 11:00 a.m. and 1:00 a.m. daily. Entertainment may be provided.

DINING ROOM (licenced) — Serving spirits, beer and wine with meals between noon and 1:00 a.m. daily. Entertainment may be provided.

COCKTAIL ROOM — Serving spirits, beer and wine between noon and 1:00 a.m. Monday to Saturday. Entertainment may be provided.

CABARET — Serving spirits, beer, wine and meals between the hours of 5:00 p.m. and 2:00 a.m. Monday to Saturday. Live entertainment provided.

BEER PARLOR — Serving beer to men only from 11:00 a.m. to 12:00 midnight Monday through Saturday, except for the supper closing from 6:30 p.m. to 7:30 p.m.

REGULATIONS TO NOTE

1. Men and women over the age of 18 are allowed in all the above mentioned premises except beer parlors where men only are permitted.
2. Persons under the age of 18 may not enter beverage rooms, cocktail rooms, or beer parlors, however, they are permitted in licenced dining rooms, restaurants and cabarets.
3. Licenced restaurants and dining rooms may serve alcoholic beverages with meals on Sundays and holidays except Good Friday and Remembrance Day.
4. Open liquor must not be transported in a vehicle un-

less it is stored in the trunk or space designed for carriage of baggage.

5. The legal minimum age for the purchase or consumption of alcoholic beverages in Manitoba is 18.
6. Persons under the age of eighteen (18) years may consume liquor, with meals, in a licenced dining room, restaurant or cabaret if liquor is purchased by the juvenile's parent or spouse.
7. All liquor purchased for home consumption must be consumed in a residence or on the land appurtenant to that residence.

ROAD INFORMATION AND SIGNS

On Manitoba's highways, traffic signs and markers are similar to those in other parts of Canada and in the United States.

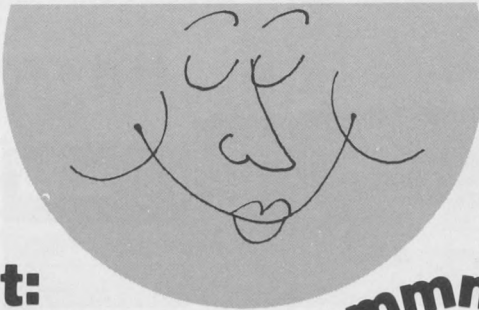
For information on condition of highways, phone the Highways Branch at 946-7192 or the Tourist Reception Office at 946-7131.

Our traffic signals are of the standard systems used throughout Canada and the United States.



Items which should be noted

1. A flashing green light indicates that on-coming traffic is stopped by a red light and allows you to make a left turn.



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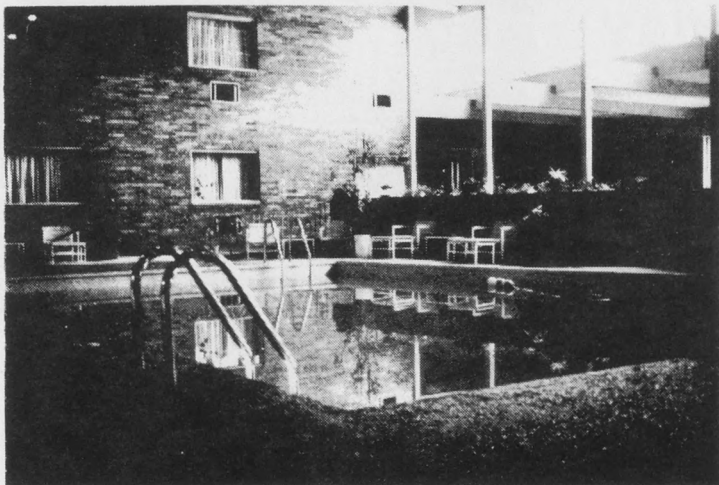
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